

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **2.1 INTRODUCTION**

Many studies have focused on pediatric obesity and demonstrate that the causes of childhood obesity are multifactorial *Childhood Overweight*. (2005); Institute of Medicine, (2004); Lobstein et al., (2004). Thus, childhood obesity results from the interaction of multiple factors Harper, (2006). For example, over the past several decades, eating habits have drastically changed. Family meals have now been replaced by fast food or restaurant food which is high in fat and calories but low in nutrients Harper, (2006). Secondly, many individuals cannot afford or have low access to fruits and vegetables and other nutritious food (Institute of Medicine, 2004). In addition to these factors, serving sizes of most foods continue to increase. Studies show that individuals consume more food and calories as portion sizes increase Schwartz & Byrd-Bredbenner, (2006). These larger portion sizes are now seen as an appropriate amount to eat at a single eating occasion, and thus individuals experience “portion distortion”, Schwartz & Byrd-Bredbenner, (2006).

Genetics is also a factor in excess weight accumulation in children. A child with overweight parents has twice the risk of becoming obese than a child of normal weight parents. However, genetics alone should not be blamed for the drastic increase in childhood obesity since it is virtuously impossible for human genetics to experience changes similar to the rate of the prevalence of obesity. *Childhood Overweight*. (2005) This marked increase in food intake parallels a significant reduction in physical activity. Children are spending approximately four hours a day watching television or playing computer and video games Harper, (2006). Several studies have shown an association between television viewing and

obesity in all age groups of children and adolescents Caroli et al., (2004); Harper, (2006); Vandewater & Huang, (2006); Wiecha et al., (2006). Two possible mechanisms have been proposed that link television viewing to obesity:

- ❖ reduced energy expenditure from excessive television viewing displacing physical activity; and
- ❖ Increased dietary energy intake from eating during viewing television or from consumption of foods that have been heavily marketed on television. Story, (2003)

It is also an alarming note, that there is a positive association between hours of television viewed and obesity and overweight in children Wiecha et al., (2006). Previous studies have shown that the more time children spend watching television, the less time they spend in active play Chamberlain et al., (2006). Television viewing may replace less sedentary activities or television viewing may lead to increased energy intake due to the consumption of greater amounts of foods overall and high-fat and high-sugar foods may be encouraged through advertising Foltz, Goldberg, Economos, Bell, & Meltzer, (2006). Many studies provide evidence that advertising influences children's food preferences and dietary patterns Borzekowski & Robinson, (2001); Foltz et al., (2006); Kotz & Story, (1994); Story, (2003). The majority of foods that are being advertised on children's programming are generally high-fat, high-sugar, and low-fiber foods Harrison & Marske, (2005).

## **2.2 INCREDIBLE UNIVERSAL FACTS OF ADVERTISEMENTS-A GLIMPSE**

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. History tells us that Out-of-home advertising and billboards are the oldest forms of advertising.

As the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, the signs to indicate a cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers. As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

As the economy expanded during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising. In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney B. Palmer established a predecessor to advertising agencies in Boston. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia.

At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies

recognized the value of women's insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch". In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularised, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

This practice was carried over to television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialize the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the Communications Act of 1934 which created the Federal Communications Commission. However, the U.S. Congress did require commercial broadcasters to operate in the "public interest, convenience, and necessity". Public broadcasting now exists in the United States due to the 1967 Public Broadcasting Act which led to the Public Broadcasting Service and National Public Radio.

In the early 1950s, the DuMont Television Network began the modern practice of selling advertisement time to multiple sponsors. Previously, DuMont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as The United States Steel Hour. In some instances the sponsors exercised great control over the content of the show—up to and including having one's advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the Hallmark Hall of Fame.

The 1960s saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes. The Volkswagen ad campaign—featuring such headlines as "Think Small" and "Lemon" (which were used to describe the appearance of the car)—ushered in the era of modern advertising by promoting a "position" or "unique selling proposition" designed to associate each brand with a specific idea in the reader or viewer's mind. This period of American advertising is called the Creative Revolution and its archetype was William Bernbach who helped to create the revolutionary Volkswagen ads among others. The late 1980s and early 1990s saw the introduction of cable television and particularly MTelevision. Pioneering the concept of the music video, MTelevision ushered in a new type of advertising: the consumer tunes in *for* the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and Shop Television Canada.

Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At

the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

## **2.3 FOOD COMMERCIALS ON TELEVISION**

Food marketing on television is only one of the influences on the obesity epidemic today, but it is of special concern when it is intentionally targeted to vulnerable children. The exposure to food advertisements has been shown to influence children's preferences, choices, and requests for advertised products Chamberlain et al., (2006). A recent review of literature on food advertising was conducted in 2005 and concluded that advertising of foods on television influence children's food choices and promotes unhealthy diets Lobstein & Dobb, (2005). Lobstein *et al.* found that there was a significant association between the proportion of children with a BMI  $\geq 95$ th percentile and the number of advertisements on television promoting the consumption of energy-dense, micronutrient poor foods. In addition, a negative association was found between the proportion of children who were overweight and the number of advertisements promoting healthy diets Lobstein & Dobb, (2005).

One specific study by Borzekowski *et al.* examined whether televised food commercials influenced preschool children's food preferences using a randomized, controlled trial Borzekowski & Robinson, (2001). They divided their study population into two groups in which the preschoolers watched a videotape with commercials throughout or with no commercials Borzekowski & Robinson, (2001). After the exposure, the preschoolers were asked which of two products they preferred, one of which was advertised in the videotape with the commercials Borzekowski & Robinson, (2001). The study found that children exposed to the videotape with commercials were much more likely to choose the advertised item over the children who saw the videotape without commercials Borzekowski &

Robinson, (2001). The greatest preference differences between the groups occurred with the products that were advertised twice during the videotape Borzekowski & Robinson, (2001). In addition, the study found that even brief exposures to food commercials on television can influence preschool children's food preferences Borzekowski & Robinson, (2001). Children view approximately 40,000 ads a year on television Henry J. Kaiser Family Foundation, (2004). During one week, a child will view approximately 3 hours of food commercials Kennedy, (2000).

Young children do not understand the difference between information (programs) and advertising Wilcox et al., (2004). Advertising therefore can be unfair to children since it can manipulate those Armstrong & Brucks, (1988). The messages in commercial advertisements can negatively shape children's and adolescents' views of what foods are appropriate and good to eat, Coon, Goldberg, Rogers, & Tucker, (2001). Media can shape children's value systems and teaches them unhealthy behaviors. In addition, television ads contribute to children's misconceptions about the relative health benefits of certain foods. One study showed a group of 4th and 5th graders a series of paired food items and asked them to choose the healthier item from each pair. Children who watched more television were more likely to indicate that the less healthy food item was the healthier one Signorielli & Staples, (1997).

Long-term exposure to advertisements may have adverse impacts on the health of children due to the cumulative effect on children's eating and exercise habits Koplan, Liverman, & Kraak, (2005). This is very important because foods that are being advertised on children's television are generally high-fat, high-sugar, and low-fiber foods Harrison & Marske, (2005). Therefore, the majority of the foods being advertised on television differ significantly with current dietary recommendations.

Advertising may cause family conflict and undermines parents' child raising efforts, Armstrong & Brucks, (1988). Seeing ads on television causes children to ask their parents persistently for products that the parents may not want

to give them, Armstrong & Brucks, (1988). In other words, advertising makes children become effective naggers, Armstrong & Brucks, (1988). Similarly, Taras *et al.* found that 91% of all advertised foods were high in fat, sugar, and/or salt that pose risk of excessive calorie intake which can lead to overweight or obesity of children who watch more commercials due to consumption of more calories. Wiecha *et al.* tested whether increased television viewing by children resulted in increased total energy intake due to increased consumption of foods that were advertised on television Wiecha et al., (2006). The study found that with each hour increase in television there was an additional 167 kcal intake per day Wiecha et al., (2006). In addition, Halford *et al.* found that obese children have an increased alertness to food related cues on such food advertisements, Halford, Gillespie, Brown, Pontin, & Dovey, (2004).

Advertising for food and beverages communicates potentially powerful food consumption cues, including images of attractive models eating, snacking at non-meal times, and positive emotions linked to food consumption, Folta et al., (2006); Harrison & Marske, (2005). We propose that the messages presented in Television food advertising similarly have the power to act as real-world primes and lead to corresponding eating behaviors. Given the types of foods and consumption benefits typically promoted in food advertising, what is primed is usually snacking on unhealthy foods and beverages Harrison & Marske, (2005); Powell et al., (2007).

## **2.4 FOOD PROMOTIONS AND EATING BEHAVIOR OF CHILDREN**

One of the most heavily studied areas of advertising's cumulative effects is the impact of commercials on children's eating habits. As noted above, commercials for candy, snacks, and fast food are mainstays of the advertising targeting children. It is well documented that such ads are typically effective in persuading children to like and request the product, Borzekowski & Robinson, (2001); Galst & White, (1976); Goldberg, Gorn, & Gibson, (1978); Taras, Sallis, Patterson, Nader, & Nelson, (1989). In a study with particularly strong external



validity, Gorn and Goldberg (1982) controlled the advertisement shown to 5- to 8-year-old children at a 2-week long camp. Some children saw commercials for fruit and fruit juice, while others viewed ads for candies and Kool-Aid, a sugar-sweetened drink. As expected, children's actual food and drink choices during the camp were significantly influenced by the ads they viewed.

A difficult issue for the critics of advertising unhealthy foods to children is sugared cereal, and desserts not to be harmful. What becomes harmful is when non-nutritious foods are eaten regularly and supplant nutritional foods in the child's diet. The concern here, of course, is that commercials for candies, snacks, and sugared cereals far outnumber commercials for more healthy or nutritious food (Atkin & Heald, (1977); Barcus, (1980); Kunkel & Gantz, (1992). One study even suggests that the influence of an ad for healthy foods can be overcome when a commercial for snack foods (e.g., Hostess Cup Cakes) is shown immediately afterward, Cantor, (1981). The general finding that eating habits formed during childhood often persist throughout life underscores the serious implications of advertising influence in this realm, Jacobson & Maxwell, (1994). Observers have linked the dramatic increase in the prevalence of childhood obesity to the emergence of the advertising of unhealthy foods to children (Dietz, (1990); Horgen, Choate, & Brownell, (2001); Troiano & Flegal, (1998).

Hastings et al's (2006) review of the evidence (Hastings systematic review), which updated Hasting et al's (2003) systematic review and McDermott et al's (2004) systematic review, is the most recent and comprehensive of these reviews. Systematic methods were used to identify and review the evidence, and the findings of the review were peer-reviewed. The review was undertaken on behalf of the World Health Organization and is widely regarded by experts as the leading review in the area.

The authors comprehensively and systematically reviewed the international evidence on the effects of food promotion on children's food

knowledge, preferences and behaviour, and concluded that food promotion influence children's food preferences, purchase behaviour and consumption, and that these effects are significant, independent of other influences and operate at both brand and category level.

Livingstone's (2006) review of the international literature examined and proved the influence of television advertising on children's food preferences; conclude that, advertising works in its influence on children's food preferences, diet and health. Given that most advertising to children is for products high in salt, sugar and fat, this influence is harmful to children's health, contributing to the problem of children's unhealthy diets, for those exposed to particular messages are influenced in their food preferences when compared with those who did not see their messages.

In 2005, the United States Institute of Medicine of the National Academies (IOM) conducted a systematic review of the evidence on the influence of food marketing on the diets and health of children and youth in the United States, at the request of the United States Center for Disease Control and Prevention. The review results was that, 'Among many other factors, food and beverage marketing influences the preferences and purchase requests of children, influences consumption at least in the short-term, is a likely contributor to less healthful diets, and may contribute to negative diet-related health outcomes and risks among children and youth'.

However, Livingstone and other experts have cautioned that research findings of a small effect size in statistical terms should not be interpreted as evidence that food promotion only has a small effect on children, and do not justify in action on food promotion. Findings of a small effect size are likely to stem from methodological difficulties in isolating and measuring the effect of food promotion on children and do not take into account food promotion's wider indirect effects on children's food preferences and consumption.

ACMA (Australia communications and media Authority), also seems to have placed much weight on the findings of the Brand literature review that existing research does not clearly demonstrate a causal relationship between advertising and obesity in children. This is contrary to the findings of Hastings et al's (2006) review and the IOM's (2005) review, which both concluded that sufficient empirical evidence exists to support direct causal relationships between children's exposure to food promotion and children's food preferences, purchase requests and consumption. Livingston's (2006) review also concluded that sufficient empirical evidence exists to conclude that television advertising has a modest direct effect on children's food preferences and choices. These conclusions were based on high quality empirical studies capable of establishing causation.

### **Food Choices**

Hastings (2003), found one study that has a direct relation between advertising and food choices. Most advertising aimed at children these days relates to fast food, beating out even sweets and beverages. Food advertisement influences the food choices of the children. The messages for food ads on Television are encouraging children to view that what's good to eat is "good for them". In fact, television food ads during children's viewing times disproportionately promote foods of low nutritional value-foods high in fat, sugar or salt. An example is a program appeal for children to eat a healthy breakfast followed closely by an advertisement for sugary cereal, with the implication that this particular cereal is a healthy breakfast.

### **Foods most preferred and consumed**

- ❖ Foods high in fats, sugars and salt such as confectionery, soft drinks, crisps and savoury snacks, fast food and pre-sugared breakfast
- ❖ Families are also eating more pre-prepared/ convenience foods, which are high in fats, salt and sugar

## **Factors influencing children's food choices**

- ❖ There is general consensus of opinion that food preference, consumption and behaviour are multi-determined. Amongst factors shown to be involved where children are concerned are:
- ❖ psychosocial factors (e.g. food preferences, meanings of food, and food knowledge)
- ❖ biological factors (e.g. heredity, hunger and gender)
- ❖ behavioural factors (e.g. time and convenience, meal patterns, dieting)
- ❖ family (e.g. income, working status of mother, family eating patterns, parental weight, diet and knowledge)
- ❖ friends (e.g. conformity, norms and peer networks)
- ❖ schools (school meals, sponsorship, vending machines)
- ❖ commercial sites (fast food restaurants, stores)
- ❖ consumerism (youth market and pester power)
- ❖ media (food promotion, including television advertising)

## **2.5 INFLUENCING FACTORS OF TELEVISION FOOD ADVERTISEMENTS**

There is a general concern of parents and other societal factors, that television advertising may have a negative, intended or unintended, influence on children Burr and Burr (1977); Goldberg (1990); Goldberg and Gom (1978); Grossbart and Crosby (1984). Specifically, television advertising may lead a child to select material objects over more socially oriented alternatives, potentially increase parent-child conflict and may lead to a more disappointed, unhappier child Goldberg and Gom (1978). One of the reasons behind this parental concern is that children can be exploited more easily if they do not understand the differences between television programming and commercials and if they do not know the selling intent of commercials.

If children understand the intention of commercials and are able to distinguish them from programs, however, the potential effect of advertising might

be reduced. First, understanding of television advertising allows children to use cognitive defences, such as producing counter arguments Brucks, Armstrong, and Goldberg (1988). Second, the recognition of the difference between programs and commercials allows them to avoid or break of commercials by zapping to another channel, as it has been shown that children zap at least as much as adults do, Heeter and Greenberg (1985): Zufryden Pedrick. And Sankaralingam (1993).

## **Celebrities**

**Celebrities** Commonly called "testimonials," or "celebrity endorsements," this technique of persuasion says that consumers relate to the person(s) appearing in the ad. Food advertisers use a range of figures that enjoy public recognition to endorse or act as spokespeople for a product and recommend it to the children. Celebrities transfer meaning from themselves (their values, status, class, gender, age, personality, and lifestyle) to the product, and through it, to the children. Children think that an advertisement where a doctor, scientist or a successful sportsman advocates a product is a truthful advertisement. They have a perception that Products acknowledged by celebrities are good products and Good looking models generally advocate only good products. Advertisements featuring children of their age impress them more. Junk food television ads have a great influence on children's minds... this influence becomes all the more powerful when a hot celebrity is promoting a product. The recent development in the issue of Junk food Ads is that using **celebrities** in children's television advertising, particularly those pertaining to Junk food aimed at kids under 10, will be seriously curtailed from now onwards.

Advertising campaigns that hire celebrities to promote junk food to youngsters could be in jeopardy under new proposals to ban the use of famous personalities to sell fatty, sugary and salty foods and drinks. Stars such as Gary Lineker and David Beckham face losing lucrative marketing deals if the Department of Health discussion document is put into effect. It advises that "role

models for children should not be used to endorse ... products [which are high in fat, salt or sugar] ... to children", according to The Sunday Times. Also affected would be film tie-ins where animated blockbusters are used to promote products such as breakfast cereals. The proposals were drafted by the Food Standards Agency, which is reviewing a voluntary code for cinema ads, the internet and packaging aimed at under-12s. Broadcasting regulator Ofcom will announce its plans for similar restrictions on television within the next few weeks.

Characters such as Ronald McDonald, the mascot for the McDonald's chain, would escape such a ban. The document draws a distinction between characters created for brands and those licensed from cinema and television.

Animation is often used in advertisements. The pictures can vary from hand-drawn traditional animation to computer animation. By using animated characters, an advertisement may have a certain appeal that is difficult to achieve with actors or mere product displays. Animation also protects the advertisement from changes in fashion that would date it. For this reason, an animated advertisement (or a series of such advertisements) can be very long-running, several decades in many instances. Notable examples are the series of advertisements for Kellogg's cereals, starring Snap, Crackle and Pop and also Tony the Tiger. The animation is often combined with real actors. Animated advertisements can achieve lasting popularity. In any popular vote for the most memorable television advertisements in the UK (such as on Television or Channel 4) the top positions in the list invariably include animations, such as the classic *Smash* and Creature Comforts advertisements.

If you ask a kid, who would you like to look like? And the obvious answer would be I want to be a Barbie doll, an every girl's fantasy. But the stick thin Barbie doll image helps the kids grow in a way that they think will make them like their role models and even makes them health conscious. All the girls want to have a Barbie doll image & by doing that they hamper their physical health.

Sometimes the efforts to emulate their heroes land these children in serious trouble that may be dangerous to their lives.

Another important aspect of advertising is the way in which a particular lifestyle or the 'status sought to make' someone demanded and important in society is sold through the use of attractive and appealing advertising.

## **Jingles**

A jingle is a short tune used in advertising and for other commercial uses. The jingle contains one or more books and lyrics that explicitly promote the product being advertised, usually through the use of one or more advertising slogans in a matter of seconds, most children can sing an advertising jingle. Many television advertisements are catchy jingles or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. Nowadays advertising spread in our entire culture influences in society and our fundamental patterns of life. Advertising can be seen as one of the factors that contribute to shape people's life, their basic values, and attitudes. But actual picture is different, according to Edger "Advertising is the art of making whole lies out of half truth.' Jingle lyrics are powerful psychological tools disguised as seemingly trite little ditties. Whether they're catchy, cute or even annoying, these tunes and lyrics are intentionally designed to implant themselves in your brain and program you to buy certain products.

The first company that used a jingle was General Mills in 1926, when its sales of Wheaties cereal were plummeting. On the brink of completely dropping the failing brand, they aired the radio jingle with the lyrics, "Have you tried Wheaties? /They're whole wheat with all of the bran. /Won't you try Wheaties? /For wheat is the best food of man. /They're crispy and crunchy/the whole year through/The kiddies never tire of them/and neither will you. /so just try Wheaties, /The best breakfast food in the land." Thanks to this tune and its simple lyrics, sales of

Wheaties soared in Minneapolis-St. Paul, the only region where the jingle was aired. Encouraged, General Mills aired the commercial and its apparently compelling lyrics nationwide.

Another reason jingles and their lyrics are so hard to get out of children head is because they contain "earworms." No, don't worry€”it's nothing doctor has to treat. They're brief sections of music and lyrics that won't leave their brain alone. And when music and lyrics forge a strong emotional bond with a listener, they're hard to forget.

Which is what led to the decline of jingles whose music and lyrics were custom-written for companies and their products. When researchers discovered earworms in pop and rock songs, advertisers decided to take advantage of the existing connection children already had with these tunes and lyrics and began licensing them for their commercials.

### **Peer Influence**

Peer influence also plays a major role. Children give more importance to their friends, classmates, neighbors. Because their best friend likes it and therefore they like it. They want to try the product what their friend use. Not only that they feel proud to use their friend product. Children who are part of the cool group are more likely to be influenced by their friends than children who are friends with peers who are kind, nice, and well-liked. Peer influence and television viewing may be more powerful influences on what children eat.

Peer influence is a common source for the involvement in negative activities for children Berndt, (1996); Kandel, (1978). Interestingly, Duck (1996) demonstrated that children do acknowledge the negative qualities of their friends. For example, children report that their friends sometimes annoy them and boss them around. These behaviors are often the source of conflicts between friends Hartup,



(1992). Researchers e.g., Berndt & Savin-Williams, (1993); Youniss, (1980) have also demonstrated that friends often engage in rivalry and competition. As children grow into adolescence they begin noticing more of their peers' personality and negative characteristics. As intimacy and companionship increases, children develop an increasingly sophisticated view of their peer's personalities, moods, wishes, desires, motivations, and intentions. In turn, children use this information to manipulate each other Duck, (1996). While friends can become close, best friends have more intimate knowledge about each other Berndt & Keefe, (1994); Kandel, 1978; Cohen, (1983) and, thus, potentially more power with which to manipulate each other. Prior research Duck, (1996); Hartup, (1992) has concluded that simple peer pressure is not the primary means by which friends influence each other.

That is, depending on the gender and the type of relationship involved, a boy or girl may use different peer pressure strategies (e.g., positive reinforcement, expert power). Sherif and Sherif (1964) believe there is a misguided assumption that peer pressure is always direct and overt and suggest, however, that peer influence often operates in a much softer fashion. Indeed, research demonstrates that more socially skillful children learn to use gentler sorts of pressures in close relationships to increase their desired outcome Hartup, (1992).

### **Buying Behaviour**

Children are an important segment in marketing strategies and agendas Siegel et al., (2001); McNeal and Yeh, (1997); Mc Neal, (1998), (1999); McNeal and Yeh, (2003). According to Laczniaak and Palan (2004) cited in Shoham and Dalakas (2006), on average, every two minutes children exhibit a "purchase-influence attempt" when they shop with their parents. Tweens are a market segment that falls in between teens and children where tweening entails adapting teen products to the younger tween market segment Schor, (2005). Siegel et al (2001) explicitly chose to define tweens as children from 8 to 12 years old, whilst noting that tweens represent not only an age bracket, but also a market segment mentality.

According to Lindstrom and Seybold (2003), around 80% of global brands have a tweens strategy. The targeting of tweens has led to an extension of consumerism from the world of adults to the world of children. No research describes this phenomenon better than Juliet Schor (2005), pp. 16-7, when she indicates how marketers are now directing their campaigns penly at the children, when in the past their target was the mothers (the gatekeepers):

Marketing and advertising have been influential in transforming children into autonomous and empowered consumers. They have done this by overturning the original 1920s formula for selling children's products, which was an alliance with mothers. Advertisers had to convince moms that the product was beneficial for the child. Wheatena's proteins built bodies. Milk contained vitamin D. This approach, which the industry termed the "gatekeeper model", was practiced through the postwar era as well. Today marketers create direct connections to kids, in isolation from parents and at times against them. The new norm is that kids and marketers join forces to convince adults to spend money.

In the present scenario 2-12 old children have the direct and indirect influence on the house hold purchase. Whatever they see in the advertisement they want to try that product immediately. The way of purchase products are as follows:

- ❖ Purchase by their parents.
- ❖ Purchase by them.

### **Purchase by their parents**

Now a day's the character and the behaviour of the children's is totally changed. If their parents have the control over their purchase, they pesting them until they bought it for them. This is called as Nag factor.

- ❖ Nag factor – when the child see the advertisement, they started cry and complain to the parent's until they purchase the product for them.

- ❖ Increase of Pester Power – the pester power is increase now a days. They have the belief in the advertising. So they want to use that product immediately. They will not adjust and compromise for a little thing. They want to get things as they want.

### **Purchase by them**

Even a 3 years old child remembers number of slogans, Brand name and the product name. Whether they remember their studies or not but they have the knowledge in these types. That much level the children's are influenced by their advertising. Not only have that in the early age itself they want to have the Branded product and service.

### **"BORN TO BUY" Generation**

Schor's remarks on the changing nature of family decision making and the obsolete nature of gatekeepers are confirmed by Shoham and Dalakas (2006) as their empirical research reports that marketers influence children and the children in turn convince parents to buy the advertised product, where parents react more to rational rather than emotional tactics exhibited by their adolescent<sup>2</sup> children.

Research shows that 37 percent of children who get through the internet ranging from five to twelve yearolds had researched or bought products online Greenfield, (2004). Schor (2005) calls modern children the "electronic generation". Television and the media in general, has become one very powerful consumer socialization agent. Decline in moral values has been mainly attributed to television Wiley, (1998). According to Ryan and Lickona (1992), television is reflecting the "commodity culture". It has particularly enabled corporations to reach children as a separate segment. Children are becoming more and more "bonded to brands" Lindstrom and Seybold, (2003). Ads are an integral part of everyday life and ad viewing is rigorous at the typical tween ages of eight to thirteen. Ads are more and more stressing on impulses and needs Ingall, (1997). Using children's love to taste

and try new foods, corporations have capitalized on turning food to play utilizing dual appeals for mothers and children (refer to the Trends in the Tweens Segment and Marketers' Means sections to follow for more details).

According to Sutherland and Thompson (2003) cited in Hudd (2005), 80% of food buying decisions are controlled by children and by the age of 10, children average store visits are around 270 times per year! Advertisers have disregarded whether or not this food is healthy and beneficial to children health to the extent that researchers are calling for the return of the "family meal" Schor, (2005). Parental-child relations are considered one of the consumer socialization agents for children Rose, (1999). Food advertising, among other ads targeting children as autonomous consumers, causes conflict in the parent-child relationship see Rose, (1999); McDermott et al, (2006). The result of all the previous socialization agents is a New Child Consumer!

Buying Behavior is the decision processes and acts of children involved in buying and using products. Children are an important part of the family buying process. Children are a very large market. Children begin to do this almost as soon as they can walk. Some are in this stage as one-year-olds, but the median age is three and half years. Buy me Mommy. The issues surrounding advertising directed to children are related to certain commercial campaigns primarily targeting children.

Much is at stake. The children's market today (through age 12) is estimated to represent \$500 billion, consisting of both personal spending of \$200 billion--primarily for snacks, soft drinks, entertainment and apparel--and \$300 billion in directly-influenced spending in these same categories plus food, toys, health and beauty aids, gifts, accessories and school supplies. Another \$500 billion worth of purchases are indirectly influenced in categories such as recreation, technology, vacations, etc. The spending power of children is, altogether, in the area of \$1 trillion.

Hence, whether or not children have an understanding of television advertising is an important issue to investigate, both from the parent's standpoint as understanding may prevent negative influences on the well-being of their children, and from the advertiser's standpoint as it will alter the effectiveness of their TV commercials. Burgers & pizzas & the mouth watering fast foods pave its entries in most number of advertisements which are shown mainly during the children's program. These products are mainly advertised as the complete diet food which claims to include all the required nutrients by a human body. All these junk food items are easily accessible to the school going kids having working parents who don't have time to cook. Fast food chains often target their advertising at children and teenagers or the young who more or less have the required purchasing power and who most of the times influence the purchasing behaviour of parents and who can become the target market for their products for long.

## **2.6 HEALTH HAZARDS OF CHILDREN VIEWING TELEVISION COMMERCIALS**

Children are especially vulnerable to less vision, heart disease, cancer, high blood pressure or diabetes that might befall those decades later in the tentacles of a junk food environment. Osteoporosis and hypertension are other diseases that appear to have their earliest roots in childhood when lifelong eating habits are being formed. Poor diets can slow growth, decay new teeth, promote obesity and sow the seeds of infirmity and debilitating disease that ultimately lead to incurable disease and death or worse make life insufferable. Most of the times these junk foods contain colors that are laced with colors, those are often inedible, carcinogenic and harmful to the body. These foods and their colors can affect digestive systems, the effects of it emerging after many years. Studies have found that food coloring can cause hyperactivity and lapses of concentration in children.

Children suffering from Learning Disabilities are often advised against eating food with artificial coloring. Chocolates, colas, flavored drinks and snack tit

bits are full of artificial coloring. Children are also not interested to care about their dental. They eat as much of ice cream, sweets and chocolates influenced by Television commercials which affect their teeth at their early stage and their health in the long term. Not only has that it also resulted in cardiovascular disease, diabetes, and cancer. In the early age itself they are affected by these diseases. This generation of children is likely being the first to die younger than their parents.

When the food choices of the children are changed it leads to a dietary problem and affects the health of the children. In 2002, a Joint World Health Organization/Food and Agriculture Organization of the United Nations (WHO/FAO) Expert Consultation concluded that the heavy marketing of fast food and energy-dense, micronutrient-poor foods and beverages is a “probable” causal factor in weight gain and obesity. The following year, a systematic review commissioned by the United Kingdom’s Food Standards Agency (FSA), and probably the most comprehensive study of its type conducted to date, found that advertising does affect food choices and does influence dietary habits.

The 'Pediatrics' report mentions a third area of concern, namely that commercials that are slotted during children's programmes promote the kind of junk and processed food that may have an adverse impact on the health of the children, such as ;

**Lack of energy** - resulting from eating junk foods. As junk foods don't provide essential nutrients, even though they can be very much sufficing, children feel weakened.

**Poor concentration** - A sumptuous junk meal rich in oil, children feel drowsy and fail to concentrate. Over sustained periods of junk food eating, blood circulation drops, due to fat accumulation. Lack of vital oxygen, nutrients and proteins particularly can stale your grey (brain) cells temporarily.

**Heart Diseases-** Myocardial infarction (a severe heart failure) is due to plaque formation in arteries which demands heart to put in extra effort to pump blood on the downstream. On the upstream, there is lack of returning blood to heart. This causes two damages to heart - heart fatigues by the continuous extra effort it makes and it suffers oxygen supply caused by junk food.

**High Cholesterol-** Apart from forming plaques and constricting arteries, cholesterol also affects liver where it is metabolized. High cholesterol from junk food and diet strains liver damaging it eventually.

### **Psychological Factors**

Children think and behave differently from adults. They are great observers, highly creative, very insightful, spontaneous, sensitive and volatile. They have different emotional, social and developmental needs at different stages. Consumer socialization is the process by which these kids acquire skills, knowledge and attitudes pertaining to their functioning as consumers in the marketplace. This is based on child development -how age related patterns emerge across children's growing sophistication as consumers, including their knowledge of products, brands, advertising, shopping, pricing and decision-making.

Three to seven years of age is approximately the Perceptual stage wherein the child can distinguish ads from programs based on perceptual features, believes the ads as truthful, funny and interesting and holds positive attitudes towards the ad. As against this, seven to eleven years of age is the Analytical Stage wherein the child distinguishes ads from programs based on persuasive intent, understands that the ad may have contain a bias and deception and can also hold negative attitudes towards ads. Eleven to Sixteen years of age is the Reflective Stage and here the child understands the persuasive intent of ads along with the specific ad tactics and appeals. He believes that the ads lie and knows how to spot the specific instances of bias and deception.

In a nutshell, he is skeptical towards the claims made in the ad. Television is the primary source of entertainment in many countries of the world and its purpose is incomplete without advertisements. Advertising is one of the important components of marketing communication mix. As children start viewing messages at a very young age, they inevitably come across advertising messages too early than they develop the ability to understand such messages as advertising content. In this article negative and positive effects of advertising are given focus and some remedies that can be used to mitigate the negative effects of advertising.

Advertisements that children watch become their favorites. If they see food on television, they want to try the food. It includes the Emotional eating (eating when depressed, stressed, happy etc). Television influence on fast food & Junk foods (Noodles, pasta, chips) advertising, etc. No self-discipline / no self control on consumption of food and stress. Television is the primary source of entertainment in many countries of the world and its purpose is incomplete without advertisements. Advertising is one of the important components of marketing communication mix. As children start viewing messages at a very young age, they inevitably come across advertising messages too early than they develop the ability to understand such messages as advertising content.

Advertising to children is a sensitive and emotionally-charged issue because children are easily influenced and like to experiment with new things. The proliferation of products, advertising, promotions and media targeted to children is of concern to lawmakers, the industry and the general public. Children's advertising is under attack because it is perceived as "making kids want what they don't need" and puts pressure on parents to respond to those needs.



**Table 2.1**  
**Overview of Literature Review**

<b>Review of Literature</b>			
Finding – effect of food promotion on children	Hastings et al (2006)	Livingstone (2006)	Institute of Medicine (2005)
Influences food preferences	Reasonably robust evidence	Modest direct effect on children's food preferences (also likely to have indirect effect).	Strong evidence –influences children to prefer high –calorie and low-nutrient foods and beverages.
Influences purchase requests	Strong evidence	Evidence not reviewed	Strong evidence – influences children to request high – calorie and low – nutrient foods and beverages.
Influences consumption	Modest evidence	Modest direct effect on children's food choices/eating habits (also likely to have indirect effect)	Strong evidence that food advertising influences children's short – term consumption
Influences diet and health status	Small but significant associations between television viewing and diet, and television viewing and obesity. Direct link between food promotion and weight gain is probable (Hastings, 2003)	Modest but consistent association between overall television exposure and weight / obesity. This applies among children and teenagers.	Moderate evidence that food promotion influences the 'usual dietary intake' of children aged 2 – 5 years, with weaker evidence for 6 – 11 year olds. Strong evidence that exposure to television advertising is associated with adiposity in children ages 2 – 11 years and teens aged 12 – 18 years. Food promotion is a 'likely contributor' to less healthful diets.